



*Army Space and Missile Defense Command*

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# Improving Your Chance of Contract Award

Lynn Selfridge

Chemical and Biological Operations  
Branch Chief & Contracting Officer

(301) 619-2707

[Lynn.Selfridge@smdc.army.mil](mailto:Lynn.Selfridge@smdc.army.mil)



## Improving Award Possibility

- Understand the customer's mission.
  - Attend Industry Conferences
  - Read Defense Periodicals
  - Get to know Acquisition Knowledge Sharing System (<http://www.dau.mil>)
- Understand your ability to assist the customer in fulfilling its mission.
  - Do you have relevant experience?
  - Will you have to learn the function under contract before you can competently perform it?
- Understand Defense Acquisition.
  - Become familiar with the Defense Acquisition Model
  - Study Systems Engineering – Feb 2004 memo from acting USD(AT&L)
- Understand Federal Contracting.
  - Part 15 of the Federal Acquisition Regulation and the DoD Supplement



# Influencing the RFP

If a draft RFP is released:

- Provide a critical critique.
- Provide ideas – better approaches.
  - Identify inconsistencies with industry practices.
  - Challenge the status quo.
    - If there's a better way to get to the objective, tell the government what it is.

***What would the RFP look like if you were the DoD PM or Contracting Officer?***



## Successful Proposals

All successful offerors:

Include a detailed Work Breakdown Structure.

Submit a performance based statement of work from a government provided statement of objectives.

Submit a proposal that is fully compliant with Section L of the RFP.

Have relevant experience.

*The more complete the proposal, the better the chance for a contract award*



## Medical Adds a Twist

- DoD Acquisition Rules and Guidelines still apply.
- FDA regulations also apply.
  - A license is required for a vaccine.
  - A 510K certificate is required for a device.

*The challenge is to synchronize the  
FDA process with the DoD Acquisition  
Rules and Guidelines*



Technical Evaluators may be bright,  
but they're never clairvoyant.

If you want credit for your thoughts,  
write them down in your proposal.